

SHAKESPEARE & COMPANY

"We are such stuff as dreams are made on." – The Tempest, Act IV, sc. i

BUSINESS SPONSORSHIP OPPORTUNITIES

Celebrate Shakespeare & Company's 47th Season

Dear Friends,

This season, Shakespeare & Company came alive with a sense of revival.

We welcomed patrons to critically acclaimed outdoor and indoor productions. We staged a comedy, a tragedy, and a history from Shakespeare's repertoire, and several contemporary plays that presented insightful and timely work centered on the human experience.

We are busy planning our 2024 Season, and welcome you to join our **Business Sponsorship** family once again as we promote your businesses near and far. We will be announcing everything we have in store for you on our 33-acre campus, as we celebrate diverse, dynamic, and engaging theater — including Shakespeare and cutting-edge modern playwrights on all five of our stages — enjoyed annually by more than 40,000 patrons.

BACK BY POPULAR DEMAND...

All ads run in BOTH the digital and print Season Playbill or Brochure!

2024 BUSINESS SPONSOR OPPORTUNITIES & BENEFITS

- 10% New Business discounts
- Prominent ad placement
- Exclusive e-ticket ads
- Exclusive Branding on Season water bottles or souvenir cups
- Complimentary tickets and behind-the-scenes tours
- Acknowledgment on our website and in the annual Playbill, distributed to more than 40,000 patrons annually
- Free website listings
- Invitations to annual Business Sponsorship parties, open rehearsals, and more!

For a complete list of opportunities and benefits, visit shakespeare.org/business-sponsors

EARLY-BIRD SPECIAL!
RESERVE YOUR SPONSORSHIP BY
FRIDAY, DECEMBER 1
AND RECEIVE EXTRA FREE TICKETS!

At every level of sponsorship, we offer a range of benefits, from discounts to special events and beyond. To start enjoying our early-bird discounts and complimentary ticket offerings, reserve your **Business Sponsorship** today!

Thank you for being here, and thank you for your Sponsorship. We hope Shakespeare & Company left you inspired, as your support has inspired us.

For more information on becoming a Business Sponsor, please contact Elizabeth Aspenlieder.

Warmly,



Elizabeth Aspenlieder
Director of Business Sponsorships & Events
(413) 637-1199 ext. 110
aspenlieder@shakespeare.org



Left to Right: Jacob Ming-Trent, Sheila Bandyopadhyay, Michael F. Toomey, Madeleine Rose Maggio, and Gina Fonseca, *A Midsummer Night's Dream*, 2023. Photo by Nile Scott Studios.

ARTWORK AND PAYMENT DUE FRIDAY, APRIL 26, 2024.

SHAKESPEARE & COMPANY

2024 PRINT / DIGITAL BUSINESS SPONSORSHIPS Packages, Benefits, and Pricing

SPONSORSHIPS		
SIZE	DIMENSIONS (W X H)	RATES
SEASON MATERIALS – SEASON BROCHURE (PRINT & DIGITAL)		
Full Page	4" x 9" [†]	\$5,950
Half Page: Horizontal	4" x 4.28" [†]	\$3,950
Half Page: Vertical	2" x 8.555" [†]	\$3,950
Quarter Page: Horizontal	4" x 2.1394" [†]	\$2,000
Quarter Page: Vertical	2" x 4.28" [†]	\$2,000
SEASON MATERIALS – SEASON PLAYBILL (PRINT & DIGITAL)		
Back Cover	8.25" x 10.5" [†]	\$5,500
Inside Back Cover	8.25" x 10.5" [†]	\$4,950
Inside Front Cover	8.25" x 10.5" [†]	\$4,550
Full Page	8.25" x 10.5" [†]	\$3,750
Half Page: Horizontal	7.25" x 4.6875"	\$1,850
Half Page: Vertical	3.5625" x 9.5"	\$1,850
Third Page	7.25" x 3.0833"	\$1,350
Quarter Page	3.5625" x 4.6875"	\$895
Sixth Page	3.5625" x 3.0833"	\$575
Eighth Page	3.5625" x 2.2813"	\$425
SEASON TICKETING (PRINT & DIGITAL)		
Season Tickets, includes Email Confirmation	3.5" x 1.75" (print) & 200px wide (digital)	\$6,950
Season Ticket Envelopes, includes E-confirmation	5.5" x 4.125"	\$4,250
À LA CARTE DIGITAL ADVERTISING		
Flat-screen Lobby Monitors	1920 x 1080px	\$1,500 per slide, per season
Website Listing		\$425
CONCESSIONS		
16oz Souvenir Season Cups		\$4,725
10oz Souvenir Season Cups		\$4,525
16.9oz Season Water Bottles		\$4,525

[†]Full page and cover art should include a 0.125" bleed on all sides. Please no crop / printer marks.

Artwork: Images files must be 300dpi, CMYK or grayscale. PDF, InDesign, Illustrator, or Photoshop files accepted.

Artwork | Submissions | Questions: playbill@shakespeare.org

Reservations: aspenlieder@shakespeare.org

For more details about specific sponsorships, please contact:

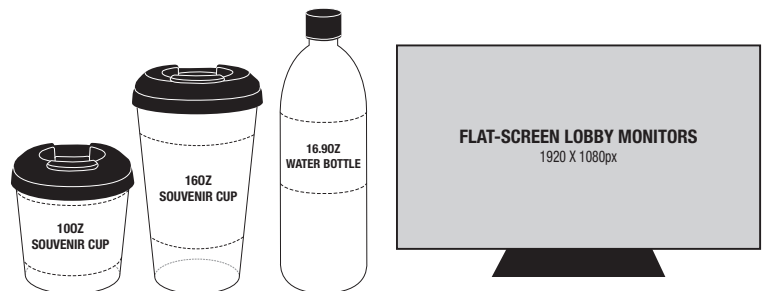
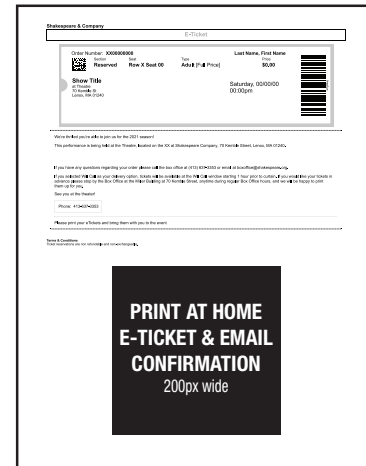
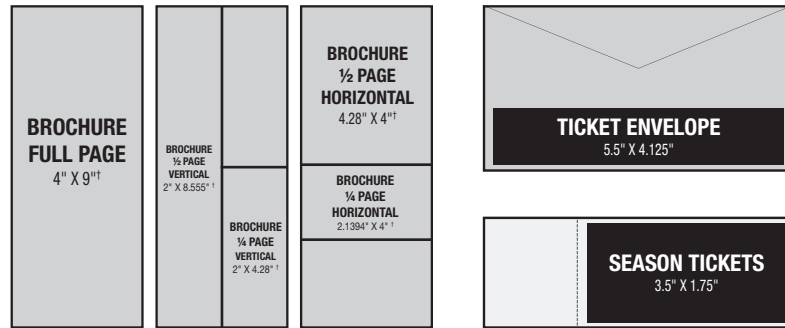
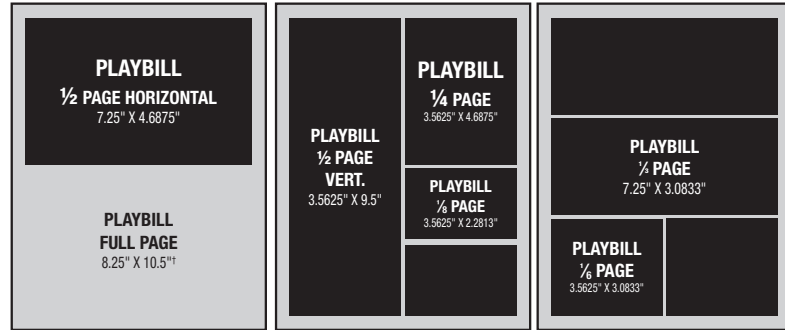
Elizabeth Aspenlieder

Phone: (413) 637-1199 ext. 110

Email: aspenlieder@shakespeare.org

Complimentary tickets are valid for all 2024 Season performances except special fundraising events including the annual Gala. To redeem your complimentary tickets, **please call the Box Office at (413) 637-3353.**

Shakespeare & Company is a 501(c)(3) not-for-profit organization, and your sponsorship is tax-deductible. Please consult your financial advisor for more information.



**EARLY-BIRD BONUS TICKETS ARE AVAILABLE THROUGH FRIDAY, DECEMBER 1, 2023!
FINAL ARTWORK AND PAYMENT DUE FRIDAY, APRIL 26, 2024.**

SHAKESPEARE & COMPANY

2024 DIGITAL / PRINT BUSINESS SPONSORSHIPS Business Sponsorship Reservation Form

TYPE OF BUSINESS SPONSOR ADVERTISEMENT

- NEW CAMERA-READY ART SUBMITTED BY APRIL 26, 2024
 REPEAT 2023 ARTWORK

SPONSOR

CONTACT NAME

ADDRESS

CITY

STATE

ZIP

PHONE

CELL

EMAIL

ARTWORK CONTACT

SAME AS CONTACT NAME

ARTWORK EMAIL

PHONE

WEBSITE

PAYMENT

\$ _____
10% NEW BUSINESS SPONSOR DISCOUNT

\$ _____
TOTAL SPONSORSHIP AMOUNT

- PAY BY CHECK:**
SHAKESPEARE & COMPANY
70 KEMBLE STREET, LENOX, MA 01240
ATTN: BUSINESS SPONSORSHIPS
- Email Reservation Form to:** aspenlieder@shakespeare.org
- Fax Reservation Form to:** (413) 637-4274

CREDIT CARD #

EXP. DATE

SECURITY CODE

NAME ON CARD

SIGNATURE

DATE

* **Shakespeare & Company strictly adheres to all infectious disease, Massachusetts State, and Actors' Equity safety guidelines. Some restrictions may apply.**

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SHAKESPEARE & COMPANY

2024 BUSINESS SPONSORSHIP BENEFITS

SEASON PLAYBILL SPONSORSHIP OPTIONS

A full-color, glossy magazine-style program is offered to all patrons in print and digitally. With information about the Season's productions and artists, as well as updates from our Education department and The Center for Actor Training, the Season Playbill serves as both a keepsake and a reference for Shakespeare & Company and the Berkshires. Both the Season Playbill and Brochure are featured year-round at shakespeare.org/playbill.

PLAYBILL OFFERINGS & BENEFITS	SEASON PLAYBILL AD SIZES								
	1/8 Page \$425	1/6 Page \$575	1/4 Page \$895	1/3 Page \$1,350	1/2 Page \$1,850	Full Page \$3,750	Inside Back Cover \$4,550	Inside Front Cover \$4,950	Back Cover \$5,500
Flat-screen slides: Your ads featured on TV monitors in both of our indoor, theater lobbies all season long.						✓	✓	✓	✓
Open rehearsal invitation*: Meet the artists and get insights about their show at an exclusive open rehearsal.						✓	✓	✓	✓
Dress rehearsal invitation*: A sneak preview of any show during the Season.						✓	✓	✓	✓
Free website logo and link: Your business logo and link are promoted on the Visit page of our website under <i>Stay, Shop, Dine & Explore</i> at shakespeare.org .		✓	✓	✓	✓	✓	✓	✓	✓
Loyalty tickets: Additional free tickets released the day before a performance to sponsors of five years or more and to businesses that increase their sponsorship this year.		✓	✓	✓	✓	✓	✓	✓	✓
Complimentary playbill listing: See your business featured in both digital and printed versions of the Season Playbill.	✓	✓	✓	✓	✓	✓	✓	✓	✓
New business 10% sponsorship discount: A sign-on discount available to New Business Sponsors only.	✓	✓	✓	✓	✓	✓	✓	✓	✓
Early-bird bonus tickets: Enjoy two bonus performances of your choice during the 2024 season (reservation form and payment must be received by December 1, 2023).	2	2	2	2	2	4	4	4	4
Complimentary tickets: Enjoy four tickets to performances in the Tina Packer Playhouse, the Elayne P. Bernstein Theatre, the Roman Garden Theatre, and the Arthur S. Waldstein Amphitheater (not valid for the annual Gala).	2	2	4	4	4	6	6	8	8
Annual business friends party and performance*: A great way to network, have fun, kick off the summer season, and enjoy four tickets to a performance on us!	2	2	4	4	4	4	4	4	6

* *Shakespeare & Company strictly adheres to all infectious disease, Massachusetts State, and Actors' Equity safety guidelines. Some restrictions may apply.*

Shakespeare & Company, 70 Kemble Street, Lenox, MA 01240

Please contact Elizabeth Aspenlieder, Director of Business Sponsorships, for scheduling and details at (413) 637-1199 ext. 110, or aspenlieder@shakespeare.org.

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2024 PREMIUM SPONSORSHIPS & BENEFITS

PREMIUM SPONSORSHIP OPTIONS

Season spring water bottles: Your ad, logo, or promotion on **5,000** bullet-style, 16.9 oz. bottles of spring water (BPA free/recycled plastic). Distributed year-round at concessions during productions and events.

Season souvenir cups: Flip-top cups—10 oz. or 16 oz. to enjoy your favorite beverages with your company logo and/or promotion on **5,000** cups (BPA free/recycled plastic). Distributed year-round at all concessions, productions, and events.

Season brochure ads: Gorgeous, full-color glossy 4" x 9" brochure with a pull-out that includes full-season line-up and calendar of events. This direct mailer is sent to more than **40,000** patrons and is distributed in racks year-round across Berkshire County and beyond at visitor kiosks, hotels, restaurants, galleries, shops, and businesses. Limited ad space from ½ page to full page sizes is available.

Season e-tickets and paper tickets: Targeted brand exposure with your ad on the back of every ticket printed during our 2024 season (**20,000 impressions**). The tickets are distributed at productions, readings, and special events. This includes e-ticketing and post-show patron thank you emails.

Season ticket envelopes: Targeted brand exposure with your ad on the back of every envelope we print during our 2024 season (**20,000 impressions**). The ticket envelopes and tickets are distributed at productions, readings, and special events.

PREMIUM SPONSORSHIP BENEFITS

	Season Water Bottles	Souvenir Cups		Season Brochure		Ticketing	
	5,000 per season 16.9 fl. oz. \$4,525	5,000 per season 10 oz. \$4,525	16 oz. \$4,725	½ Page \$3,950	Full Page \$5,950	Ticket Envelopes \$4,250	Paper Tickets & E-Tickets Combo \$6,950
Full-page Playbill ad: Also includes a complimentary ad in both the digital and print versions of the Season Playbill.					✓		✓
Half-page Playbill ad: Includes a complimentary ad in both the digital and print versions of the Playbill. The Season Playbill includes information on our shows, artists, programs, the Berkshire community, and more.	✓	✓	✓	✓	✓	✓	
Free website logo and link: Business logo and link are promoted on the Visit page of our website under <i>Stay, Shop, Dine & Explore</i> at shakespeare.org .	✓	✓	✓	✓	✓	✓	✓
Flat-screen slides: Your ad featured on TV monitors in both of our indoor theater lobbies all season long.	✓	✓	✓	✓	✓	✓	✓
Open rehearsal invitation*: Meet the artists and get insights about their show at an exclusive open rehearsal.	✓	✓	✓	✓	✓	✓	✓
Dress rehearsal invitation*: A sneak preview of any show during the Season.	✓	✓	✓	✓	✓	✓	✓
Complimentary Playbill listing: See your business featured in both digital and printed versions of the Season Playbill.	✓	✓	✓	✓	✓	✓	✓
New business 10% sponsorship discount: A sign-on discount available to New Business Sponsors only.	✓	✓	✓	✓	✓	✓	✓
Loyalty tickets: Additional free tickets, released the day before a performance to sponsors of five years or more and to businesses that increase their sponsorship this year.	✓	✓	✓	✓	✓	✓	✓
Early-bird bonus tickets: Enjoy two bonus performances of your choice during the 2024 season (reservation form and payment must be received by December 1, 2023).	4	4	4	4	4	4	4
Complimentary tickets: Enjoy four tickets to performances in the Tina Packer Playhouse, the Elayne P. Bernstein Theatre, the Roman Garden Theatre, and the Arthur S. Waldstein Amphitheater (not valid for the annual Gala).	6	6	6	6	8	6	8
Annual business friends party and performance*: A great way to network, have fun, kick off the summer Season, and enjoy four tickets to a performance on us!	4	4	4	4	6	4	6

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